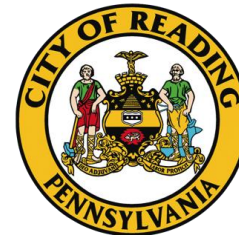


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FOR IMMEDIATE RELEASE

Reading Designated a Bike Friendly Community

Reading, PA – November 24, 2015 – At last night's City Council meeting, The City of Reading announced that it is one of only five cities in the state of Pennsylvania to be awarded the national designation of Bike Friendly Community at the Bronze level by the League of American Bicyclists.

Reading joins State College, Franklin, York, Pittsburgh, and Philadelphia as the only municipalities in Pennsylvania to achieve official designation by the League for their efforts to become bike friendly.

"Nearly every bike friendly city has something important in common: a renewed sense of energy and vibrancy," commented Spencer. "My administration made an early commitment to pursue a more walkable and bikeable experience as part of our revitalization efforts, and this recognition reflects the momentum we've built together as a community."

"This latest achievement was the result of so many partners working together towards a common vision," explained Eron Lloyd, who submitted the application and serves as the City's bike and pedestrian coordinator. "As our third attempt in seeking the designation, the recent successes of establishing the Reading Bike Hub, BAMBA's achievement of International Ride Center status for the Greater Reading Trails System, our Complete Streets policy, the Reading 120 race, and Bicycle Friendly Business status for the Reading Eagle and Penske Racing Shocks all helped to push us over the top this time."

In addition to the award announcement, Mayor Spencer also presented a commendation honoring and acknowledging the Reading Bike Hub for its many accomplishments and contributions towards advancing bike culture in the city that played a large role in this esteemed honor.

Also recognized were the Hub volunteers who have dedicated countless hours to the Reading Bike Hub with Mayor Spencer stating that, "volunteers are often equipped with few resources and gain little recognition, yet because of their service, our city is a better and stronger force for good."

Emily Weidner, a biking advocate and retired cycling instructor, also spoke at last night's announcement. At one time, former Reading mayor Tom McMahon appointed her as chairperson of a group tasked with making the city more bicycle friendly. "It began in 2009 when I rode my bike into the City with the first application," commented Weidner. "The dream has come true for me," Weidner acknowledged Spencer and Bike Hub volunteers, "and it only happened because of these people here."

According to the League, "simple steps to make bicycling safe and comfortable pay huge dividends in civic, community and economic development. Given the opportunity to ride, residents enjoy dramatic health benefits, reduced congestion, increased property values and more money in their pockets to spend in the local economy. When your community welcomes bicycling, tourism booms, businesses attract the best and the brightest, and governments save big on parking costs while cutting their carbon emissions."



Reading Bike Hub Volunteers, Mayor Spencer,
Councilman Daubert and Council Vice President Reed.



Emily Weidner thanks Mayor Spencer, City Council,
and the Reading Bike Hub for their efforts to earn Reading's Bike Friendly Status.

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